

U.S.News & World Report



FIRST CLASS MAIL

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U.S.NEWS & WORLD REPORT

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August 21, 1967

The last time
you had a chance like this
to get U.S.News & World Report
at a special price . . .

. . . some of the best reasons for having this magazine which exist today, were not present then.

First of all -- Vietnam. It's now a "big-time" war by any measure, and it may get bigger. You can debate its purpose, but not its impact. It has changed things around in this country, and is demanding major adjustments from all of us.

Add to Vietnam's impact -- the Arab-Israeli confrontation, Red China's H-Bomb, Russia's duplicity . . . and our most serious domestic crisis in half a century -- big-city riots and anarchy.

This is a time to turn to more substantial news reporting.

Business seems to be on the move upwards once again, slowly now, but gaining momentum. Tax increase seems more and more likely. Tighter credit or new controls may be the alternatives. Strikes, and their terms of settlement, still cloud the outlook.

On top of it all -- politics is heating up in prelude to the '68 Elections. It's a good move just now to start reading a news magazine that concentrates on important news and its consequences.

There may well be even better, and more personal, reasons for making the move to U.S.News & World Report right now: a recent promotion, a bigger job, new responsibilities -- any change which gives new emphasis to the fact that understanding the news is part-and-parcel of success these days . . . both in business, and in managing your own affairs.

Of course, the special \$2.87 offer which this letter carries is another reason, and a good one, for acting now; but I'd prefer you tried this news magazine for what you'll gain, rather than for what you'll save.

What you'll gain is insight, and greater understanding. U.S.News & World Report has new facts, deeper analysis, the "other side," and the "something more" you won't find elsewhere. It can strengthen your grasp of news events, and give new spark to the conversations you take part in.

If you are ready for a change, a challenge, a step-up to more substantial news reports -- try U.S.News & World Report.

It gets original news -- the sequel to news you already know, the consequences of events. It will answer your questions.

This is far more than a catch-phrase; the editors approach each week's developments from the reader's point of view. They seek to answer the questions which come to your mind after you've read the usual news accounts.

Please look over the headlines on the enclosed copy sheet. They go a long way toward explaining, even proving, what I'm trying to say about this news magazine.

U.S.News & World Report has the remarkable 'knack' of knowing where to be, what to look for, what to ask . . . of being right on top of the things that people are asking and wondering about each week.

While most people are reading and talking about what has happened and only guessing at what it means, U.S.News & World Report readers are finding out why it happened, what comes next, what the effect will be.

Please accept this invitation to try U.S.News & World Report under most favorable terms. The Introductory Subscription we propose will bring you copies for just about 11¢ apiece.

The card with this letter entitles you to the next 26 weekly issues of U.S.News & World Report for only \$2.87. The base rate for the same copies is \$10.40 on the newsstand, and \$5.00 by subscription.

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Sincerely yours,

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P.S. Please don't put off mailing your order for lack of a check or money order right at hand. We'll be glad to bill you later on, after your subscription has started . . . and we're anxious to get it started now, so you'll receive the next few issues of the magazine which will carry important articles on Vietnam, changes in the business outlook, the impact of riots and civil disorder, and the changes this summer's events will bring.

Here are 47 good reasons why you should be reading "U.S. News & World Report" right now. They are a sampling from recent issues . . . news articles, special reports, analyses which will give you an idea of the use and profit you will get from this news magazine.

The Next Step In Vietnam: Decisions Facing The U.S.

The Anatomy Of Riot -- Report From 39 Cities

An Upturn For Business? What The Signs Indicate

Next For LBJ: "Agonizing Reappraisal" Of U.S. Policies

Resolving The Middle East Crisis: Concessions To Expect

How America's Critics Embrace America's Way Of Life

20 Stocks The Experts Favor Now

China's H-Bomb: Its Impact In Asia, In Russia, In The U.S.

The Big Issues At Stake In Auto-Labor Negotiations

Vietnam -- The Search For A Way Out

Exclusive Interview With Israel's Prime Minister Eshkol

20 Questions About The New Draft Law -- The Answers

The Coming Tax Increase -- When, Where, How Much

Political Aftereffects Of The Big-City Riots

Castro's Comeback: What He's Up To Now

Where Business Stands Now: New Factors To Consider

A Close Election In '68? What The "Pros" Have To Say

The Changes Congress Is Making In The "Great Society"

Arabs vs. Israel . . . Who Will Win The Peace?

11 Pleasant Places To Live In The U.S.A.

The New And Growing Negro Middle Class

Should Church Property Be Taxed? The Argument Grows

U.N. vs. The League Of Nations: How Their Accomplishments Compare

Postwar Babies Come Of Age -- Impact On Business

What Happens Now To Russia's Ambitions In The Mediterranean

More Boom And Inflation Ahead? Top Economists Answer

Europe's Drift From Pro- To Anti-Americanism

What The Tax Increase Will Do To Business

Who Profits From High Food Prices? Farmers vs. Retailers vs. "Middlemen"

Auto Insurance -- Why Your Premiums Keep Rising

Hanoi's Lifeline: How Russian Ships Keep The War Going

LBJ's Early Plans For The '68 Campaign

National Standards For Auto Drivers: Tests You'll Have To Take

Crime And Punishment: The Scale Goes Far Out Of Balance

More Big Blackouts This Summer? What's Wrong With Power Systems

Houses Of Tomorrow -- New Gadgets, New Materials, New Ideas

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Electric Autos: How Good? How Soon? What Impact On The Economy?

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